



WINGED KEEL GROUP®

FOR IMMEDIATE RELEASE

Winged Keel Group Names John Kessinger and Kenneth Masters Principals and Announces Chelsea Maeda Will Join Executive Management Committee

NEW YORK, NY, FEBRUARY 4, 2021—[Winged Keel Group](#) (“Winged Keel”) today announced the appointment of two new Principals, John Kessinger and Kenneth Masters, who join the firm’s multi-generational leadership team in recognition of their outstanding contributions. It was additionally announced that Principal Chelsea Maeda will join the Executive Management Committee. These announcements follow the firm’s recent expansion to Texas with the acquisition of Knight Planning Corporation and opening of a Houston office.

John Kessinger has been with Winged Keel since 2015 serving as Head of Case Design. As Principal, he will continue to play an integral project management role for many of the firm’s largest projects. Kessinger brings a depth of knowledge and experience from more than 35 years in the life insurance industry. He is a member of Finseca, the leading organization for the financial security profession, and holds the Chartered Life Underwriter® (CLU®) designation from The American College.

Kenneth Masters joined Winged Keel as Director in 2018. An expert in complex case design, Masters works closely with a client’s team of advisors to design, model, and implement sophisticated life insurance portfolio strategies. He is a member of the Boston Estate Planning Council, Finseca, and CFA® Society Boston and holds the CLU®, Chartered Financial Analyst®, Chartered Financial Consultant®, and Accredited Estate Planner® designations.

Principal Chelsea Maeda is responsible for the implementation and administration of large and complex life insurance portfolios. She leads the Business Continuation Insurance segment for insuring key executives as well as Diversity & Inclusion initiatives as part of the firm’s Citizenship Task Force. She is also an Ambassador for Finseca. Maeda joined Winged Keel Group in 2007 and assumes a greater role in strategic and operational initiatives as a member of the Executive Management Committee.

The appointments were announced by Principal Eric Naison-Phillips, who commented, “I am incredibly proud of John, Ken, and Chelsea for their contributions to making 2020 our most successful year yet and commitment to exceeding the expectations of our clients and their advisors. They embody our dedication to servicing the long-term nature of a life insurance portfolio through a growing and diverse multi-generational partnership.”

About Winged Keel Group

Winged Keel Group is an independent life insurance brokerage firm that creates and implements tax-efficient, multi-generational wealth accumulation and wealth transfer strategies for ultra high net worth families. With offices in New York, San Francisco, Boston, Richmond, Washington, D.C., and Houston, the firm specializes in the structuring and administration of large blocks of Traditional Life Insurance and large portfolios of Private Placement Life Insurance and Annuities. For more information on Winged Keel Group, please visit www.wingedkeel.com.

Contact Information:

Stephanie Preston
Director of Marketing & Communications
Winged Keel Group
212.527.8000

One Grand Central Place ■ 60 East 42nd Street, 44th Floor ■ New York, NY 10165 ■ 212.527.8000 ■ [wingedkeel.com](http://www.wingedkeel.com)

Securities offered through M Holdings Securities, Inc., a Registered Broker/Dealer, Member FINRA/SIPC. #3424577.1
Winged Keel Group is independently owned and operated.